Serial No.: 10/816,537 AMENDMENT

Page 20

## Remarks

The paragraph numbers hereafter match Office Action paragraph numbers that they are associated with.

- 1-2 Claims 1 and 44 have been amended to overcome the claim objections.
- 3-4. The Office Action rejected each of claims 1, 49 (and 53), 68 and 88 as obvious over Youden in view of Someya. As an initial matter Applicant has amended claim 49 above to now include the limitations of claim 53 so that claim 49 is more similar to claims 1, 68 and 88. Applicant has amended each of claims 1, 49, 68 and 88 to more clearly distinguish over the cited art.

Each of claims 1, 49, 68 and 88 has been amended to now require that, while a slave presenter presents an image, the image and a slave unit identifier or other type of unique identifier be stored in a memory as an image-unit set or the like – i.e., the storage is persistent until a presenter unit no longer displays an image. While not claimed in the independent claims, the idea here (which is reflected in some of the dependent claims) is that a system user can use the unit identifier via the master unit or some other interface device to select one of the images presented by a slave unit to be re-presented by the mater unit (see for example claims 33).

The Office Action correctly recognizes that Youden fails to teach or suggest that when an image is transmitted from a master unit to a slave unit, that the image is correlated with a slave unit identifier as required by each of claims 1 and 88 or with a unique identifier of any type as required by each of claims 49 and 68.

Turning to Someya, Someya fails to teach or suggest persistent storage of an image and a correlated identifier while a slave unit presents an image. In this regard,

Serial No.: 10/816,537

Page 21

Someya teaches a system wherein a single image signal generator circuit is used to drive two or more (e.g., 8) display units with (in at least some cases) different images. To do this, Someya teaches that the signal generator generates a composite signal C including an image signal and an index signal where the image signal includes a plurality of frames and each frame includes a complete image. The index signal indicates which of a plurality of displays that each of the frame images should be displayed on. When the composite signal is received by a display, the display determines which frame image the index signal indicates should be presented via the display and stores the image in a memory. Image display hardware then reads the stored image and presents the image via the display (see col. 5, lines 1-15). Here, while the image is stored, the image is not correlated with a slave unit identifier or a unique identifier of any type. Instead, the image is simply stored in a display memory and used to drive the display.

In the event that the Examiner maintains this rejection, Applicant requests that the Examiner clearly indicate where Someya teaches or even remotely suggests that an image is correlated and stored with any type of identifier during the time when the image is displayed via a display.

Each of the other rejected claims depend from one of the independent claims 1, 49, 68 or 88 and therefore recites patentable subject matter over the cited art.

For at least the above reasons Applicant requests that the current rejections in this application be withdrawn and that this case be allowed.

Serial No.: 10/816,537 AMENDMENT

Page 22

Applicant believes the new set of claims recite patentable subject matter and allowance of the same is requested. No fee in addition to the fees already authorized in this and accompanying documentation is believed to be required to enter this amendment, however, if an additional fee is required, please charge Deposit Account No. 17-0055 in the amount of the fee.

Respectfully submitted,

MICHAEL H. DUNN

Date: 12-17-09

Micheel A. Jaskolski Ref. No. 37,551 Attomey for Applicant QUARLES & BRADY, LLP 411 East Wisconsin Avenue Milwaukee, WI. 53202-4497 (414) 277-5711